Alt Order #



Advertiser

Republican Party of Florida



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 947703-1
 09/30/12
 September 2012
 08/27/12 - 09/24/12

 Station
 Account Executive
 Sales Office
 Sales Region

 WESH
 Fran Berg
 Eagle-Washingte
 National

Product Estimate Number
HUKILL/GAETZ/GARDINE 1950

 09/18/12 - 09/24/12
 947703
 07899970

 Billing Calendar Broadcast
 Billing Type Cash
 Deal #

Order#

Special Handling

Flight Dates

| Advertiser Code | Product Code | 1021 | Advertiser Product Code |

Agency Ref Advertiser Ref

www.wesh.com

Billing Address:

Mentzer Media Services Attention: Accounts Payable 600 Fairmont Ave Suite 306 Towson, MD 21286

Send Payment To:
WESH
P O Box 26876
Lehigh Valley, PA 18002-6876

5 09/18/12

09/21/12

M-F 5-6 PM ROT

FIN# 59-3186949

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	09/19/12 Class of Tin	09/20/12 ne - Pre-emp	M-F Sunrise @6AM otible with notice	6:00-7:00 AM	11	:30	2	\$900.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSS11	Spots/Week 2	<u>Rate</u> \$900.00					
-	Spots: # Ch 3 WE		<u>Date</u> <u>Air Time</u> <u>Descr</u> /19/12 6:54 AM M-F S		Start/End Time 6:00-7:00 AM		th <u>Ad-ID</u> 30 RPOFDH10)1TVFL		<u>Rate</u> <u>Type</u> \$900.00 NM
	4 WE	ESHTh 09/	/20/12 6:27 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	30 RPOFDH10	01TVFL		\$900.00 NM

2 09/18/12 09/21/ Class of Time - Pre-		Kelly 9-10 AM otice	9:00-10:00 AM	-1111	:30	4	\$650.00	NM		
Weeks: <u>Start Da</u> 09/17/1		MTWTFSS -1111	Spots/Week 4	<u>Rate</u> \$650.00						
Spots: # Ch Day	Air Date Ai	r Time Descript	ion	Start/End Time	Length A	d-ID	9		Rate	Type
3 WESHTu	09/18/12 9	:54 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:30 R	POFDH20	OTVFL		\$650.00	NM
2 WESHW	09/19/12 9	:23 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:30 R	POFDH10	1TVFL		\$650.00	NM
1 WESHTh	09/20/12 9	:50 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:30 R	POFDH10	1TVFL		\$650.00	NM
4 WESHF	09/21/12 9	:51 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:30 R	POFDH10	1TVFL		\$650.00	NM

3 09/18/12 09	/21/12 NI	C Today	Show II	10AM-11AN	Л	-1111	:30	4	\$625.00	NM		
				10/11/11/11/	ů.	****	.00	-	Ψ020.00	14141		- 1
Class of Time -	Pre-emptible	with notic	ce									
Weeks: Sta	rt Date End	Date	MTWTFSS	Spots/We	ok	Rate						
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I 09/	17/12 09/2	23/12	-1111		4	\$625.00						
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Spots: # Ch	Day Air Date	Air I	ime Descript	ion		Start/End Time	Length A	Ad-ID			Rate	Type
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4 WESH	Tu 09/18/12	2 10:50	O AM NBC To	day Show II		10AM-11AM	:30 F	POFDH101	LIVEL		\$625.00	ININI
2 WESH	W 09/19/12	10.5	8 AM NBC To	day Chay II		10AM-11AM	.20 [POFDH200)T\/EI		\$625.00	NINA
Z WESH	VV 09/19/1/	10.50	O AIVINDO TO	day Show II		TUAIVI-TTAIVI	.50 F	POPDHZO	JIVEL		\$625.00	INIVI
3 WESH	Th 09/20/12	10.3	O AM NBC To	day Show II		10AM-11AM	.30 E	POFDH10	1TVEI		\$625.00	NM
J VVLOII	111 03/20/17	10.5	O MININDO TO	uay Show II		TOAIVI-TTAIVI	.50 1	d of billo.	LIVIL		\$025.00	IAIAI
1 WESH	F 09/21/1:	10.5	1 AM NBC To	day Show II		10AM-11AM	.30 1	POFDH200	TVFI		\$625.00	NIM
I VVLOIT	1 03/21/12	10.5	I AWINDO TO	uay onow ii		TOAIVI-TTAIVI	.501	OF DITEO	O I VI L		Ψ023.00	IAIAI

4 09/18/12 09/21/1 Class of Time - Pre-6		M-F 4-5 PM	-1111	:30	4	\$650.00	NM		
Weeks: <u>Start Da</u> 09/17/12			<u>Rate</u> \$650.00						
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3 WESHTu	09/18/12 4:28 PM M-	4-5 PM NEWS	M-F 4-5 PM	:30	RPOFDH101	LTVFL		\$650.00	NM
1 WESHW	09/19/12 4:39 PM M-	F 4-5 PM NEWS	M-F 4-5 PM	:30	RPOFDH101	LTVFL		\$650.00	NM
4 WESHTh	09/20/12 4:27 PM M-	F 4-5 PM NEWS	M-F 4-5 PM	:30	RPOFDH10	LTVFL		\$650.00	NM
2 WESHF	09/21/12 4:39 PM M-	F 4-5 PM NEWS	M-F 4-5 PM	:30	RPOFDH10	LTVFL		\$650.00	NM

-2222--

:30

\$800.00

NM

5:00-6:00 PM





 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 947703-1
 09/30/12
 September 2012
 08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Republican Party of Florida	HUKILL/GAETZ/GARDINE	1950

www.wesh.com

					Sp	oots/			
Start Date End I	Jate Des	scription	Start/End Time	MTWTFSS L	ength W	eek	Rate	Type	
Class of Time - Pro	emptible w	vith notice	englisher - Paradocipa o	and the same					
Weeks: <u>Start I</u> 09/17/			Spots/Week 8	<u>Rate</u> \$800.00					
Spots: # Ch Da	Air Date	Air Time Descri	<u>ption</u>	Start/End Time	Length A	d-ID			Rate T
2 WESHTu	09/18/12	5:22 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RF	POFDH200T	VFL		\$800.00
5 WESHTu	09/18/12	5:51 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RF	POFDH101T	VFL		\$800.00
6 WESHW	09/19/12	5:22 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RF	POFDH101T	VFL		\$800.00
4 WESHW	09/19/12	5:53 PM M-F 5-		5:00-6:00 PM	:30 RF	POFDH101T	VFL		\$800.00
7 WESHTh	09/20/12	5:11 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RF	POFDH101T	TVFL		\$800.00
1 WESHTh	09/20/12	5:29 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RI	POFDH101T	TVFL		\$800.00
3 WESHF	09/21/12	5:15 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RI	POFDH101T	ΓVFL		\$800.00
8 WESHF	09/21/12	5:51 PM M-F 5-	6 PM ROT	5:00-6:00 PM	:30 RI	POFDH101T	ΓVFL		\$800.00
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	y Air Date	Air Time Descri		Start/End Time	Length A				Rate T
1 WESHTu	09/18/12	6:21 PM M-F 6-	-6:30 PM	M-F 6-6:30 PM	:30 RI	POFDH1017	ΓVFL		\$1,100.00
2 WESHW	09/19/12	6:26 PM M-F 6-	-6:30 PM	M-F 6-6:30 PM	:30 R	POFDH2001	ΓVFL		\$1,100.00
4 WESHTh	09/20/12	6:27 PM M-F 6-		M-F 6-6:30 PM	:30 R	POFDH1017	ΓVFL		\$1,100.00
3 WESHF	09/21/12	6:27 PM M-F 6	-6:30 PM	M-F 6-6:30 PM	:30 R	POFDH2007	TVFL		\$1,100.00
7 09/18/12 09/20 Class of Time - Pr)/12 M-F e-emptible v	F Entertainment Torvith notice	nigł7:00-730 PM	-111	:30	3	\$1,500.00	NM	
Weeks: Start I 09/17/	Date End	Date MTWTFSS	Spots/Week 3	<u>Rate</u> \$1,500.00					1 =
Spots: # Ch Da	y Air Date	Air Time Descri	<u>iption</u>	Start/End Time	Length A	d-ID			Rate T
3 WESHTu	09/18/12	7:30 PM M-F E	ntertainment Tonight	7:00-730 PM	:30 R	POFDH101	TVFL		\$1,500.00
2 WESHW	09/19/12	7:11 PM M-F E	ntertainment Tonight	7:00-730 PM	:30 R	POFDH101	TVFL		\$1,500.00
4 WESHTh	09/20/12	7:17 PM M-F E	ntertainment Tonight	7:00-730 PM	:30 R	POFDH200	TVFL		\$1,500.00
8 09/18/12 09/2 Class of Time - Pr		C Tonight Show	11:35P-12:35XM	-3322	:30	10	\$650.00	NM	
101	e-emplible v	vith notice							
Weeks: <u>Start I</u> 09/17	Date End	Date MTWTFSS	Spots/Week 10	<u>Rate</u> \$650.00					
09/17	Date End	Date MTWTFSS	10		Length A	\d-ID			Rate I
09/17	<u>Date</u> <u>End</u> 112 09/23 y <u>Air Date</u>	Date MTWTFSS 3/12 -3322 Air Time Descr	10 iption	\$650.00		<u>\d-ID</u> .POFDH200 ⁻	TVFL		<u>Rate</u> <u>T</u> \$650.00
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 947703-1
 09/30/12
 September 2012
 08/27/12 - 09/24/12

Advertiser Product Estimate Number
Republican Party of Florida HUKILL/GAETZ/GARDINE 1950

WANN Wesh com

10 90/22/12 09/22/12 Staurises 6-8 AM 6:00-8:00 AM	
9 08/18/12 09/22/12 M-SUNEWS 01PM 11-1135p -11111- :30 5 51,500.00 NM Class of Time - Pre-emptible with notice Spots: #C h Day Air Date Air Time Description 10 09/22/12 09/22/12 Sat Sunrise 6-8 AM 6:00-8:00 AM	
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Class of Time - Pre-emptible with notice	<u>te Type</u> .00 NM .00 NM
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Weeks: Start Date End Date MTWTFSS Spots/Week Rate Start/End Time Length Ad-ID Ra Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Start/End Time Length Ad-ID Start/End Time Start/End Time Length Ad-ID Star	
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate \$700.00	<u>te</u> <u>Type</u> .00 NN
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFSSS Spots/Week 700.00 Rate \$700.00 Spots: # Ch Day Air Date 1 WESHSu 09/23/12 Air Time Description 6:14 PM SA/SU 6-6:30 PM Start/End Time Length Ad-ID SA/SU 5:58-6:30 PI :30 RP0FDH101TVFL Rate \$700 14 09/23/12 09/23/12 Class of Time - Pre-emptible with notice Sun Sunrise@6-8 AM 6:00-8:00 AM Class of Time - Pre-emptible with notice S :30 2 \$300.00 NM Weeks: Start Date 09/17/12 09/23/12 09/23/12S End Date 09/23/12 NBC Sunday Today 8:00-9:00 AM/9-11/6S Rate Sate Nate National Sunday Today 8:00-9:00 AM/9-11/6S Start/End Time Length Ad-ID Rate National Sunday Today 8:00-9:00 AM/9-11/6S Rate Sate Nate National Sunday Today 8:00-9:00 AM/9-11/6	
Class of Time - Pre-emptible with notice	<u>te Type</u> .00 NN
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Ra	
	te <u>Type</u> .00 NN
	ate Type
17 09/23/12 09/23/12 CHRIS MATTHEWS WKICHRIS MATTHEW!S :30 1 \$750.00 NM Class of Time - Immediately Pre-emptible without notice	
	ate Type
19 09/24/12 09/24/12 M-F Sunrise @6AM 6:00-7:00 AM M :30 1 \$900.00 NM Class of Time - Pre-emptible with notice	





Invoice #	Invoice Date	Invoice Month	Invoice Period
947703-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number	
Republican Party of Florida	HUKILL/GAETZ/GARDINE	1950	

Class of Time - Pre-emptible with notice Weeks: Start Date End Date Spots/Week Rate Spots/Week Spots/Week	artistis in the long
19 09/24/12	
Weeks: Start Date 09/24/12 End Date 09/30/12 Spots/Week Meek Rate 1 \$900.00	
	<u>Rate Type</u> 900.00 NM
20 09/24/12 09/24/12 Regis & Kelly 9-10 AM 9:00-10:00 AM M :30 1 \$650.00 NM Class of Time - Pre-emptible with notice	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 1 \$650.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID 1 WESHM 09/24/12 9:59 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 RPOFDH101TVFL \$	Rate Type 650.00 NM
21 09/24/12 09/24/12 NBC Today Show II 10AM-11AM M :30 1 \$625.00 NM Class of Time - Pre-emptible with notice	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 1 \$625.00	
Spots: <u>#</u> Ch <u>Day Air Date Air Time Description</u> <u>Start/End Time Length Ad-ID</u> 1 WESHM 09/24/12 10:56 AM NBC Today Show II 10AM-11AM :30 RPOFDH200TVFL \$	Rate Type 625.00 NM
22 09/24/12	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 1 \$650.00	
Spots: <u># Ch Day Air Date Air Time Description</u> Start/End Time Length Ad-ID 1 WESHM 09/24/12 4:12 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 RPOFDH101TVFL \$	Rate Type 650.00 NM
23 09/24/12 09/24/12 M-F 5-6 PM ROT 5:00-6:00 PM M :30 2 \$850.00 NM Class of Time - Pre-emptible with notice	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 2 \$850.00	1 1 × 1
	Rate Type 850.00 NM 850.00 NM
24 09/24/12 09/24/12 M-F 6-6:30 PM M-F 6-6:30 PM M :30 1 \$1,200.00 NM Class of Time - Pre-emptible with notice	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 1 \$1,200.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID 1 WESHM 09/24/12 6:28 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 RPOFDH200TVFL \$1	Rate Type ,200.00 NM
25 09/24/12 09/24/12 M-F Entertainment Tonigl 7:00-730 PM M :30 1 \$1,500.00 NM Class of Time - Pre-emptible with notice	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 1 \$1,500.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID 1 WESHM 09/24/12 7:29 PM M-F Entertainment Tonight 7:00-730 PM :30 RPOFDH101TVFL \$1	<u>Rate</u> <u>Type</u> ,500.00 NM
26 09/24/12 09/24/12 NBC Tonight Show 11:35P-12:35XM M :30 2 \$650.00 NM Class of Time - Pre-emptible with notice	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 M 2 \$650.00	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID	Rate Type 650.00 NM
1 WESHM 09/24/12 11:58 PM NBC Tonight Show 11:35P-12:35XM :30 RPOFDH101TVFL	650.00 NN





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947703-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Republican Party of Florida	HUKILL/GAETZ/GARDINE	1950

www.\	vesh.com									
							Spots/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
27	7 09/24/12 Class of Tin	09/24/12 ne - Pre-emp	M-Su News @ 11PM obtible with notice	11-1135p	M	:30	1	\$1,500.00	NM	15 15 15 15 15 15 15 15 15 15 15 15 15 1
	Weeks:	Start Date 09/24/12	End Date MTWTFSS M	Spots/Week 1	Rate \$1,500.00					
	Spots: # Ch 1 WE		<u>Date</u> <u>Air Time</u> <u>Descri</u> /24/12 11:32 PM M-Su		Start/End Time 11-1135p		h <u>Ad-ID</u> O RPOFDH1	01TVFL		Rate Type \$1,500.00 NM
28	3 09/22/12 Class of Tir	09/22/12 ne - Pre-emi	Sat. Entertainment this ptible with notice	s W7:00-8:00 PM	S-	:30	2	\$800.00	NM	
	Weeks:	Start Date 09/17/12	And the second of the second o	Spots/Week 2	<u>Rate</u> \$800.00	-				_
	Spots: # Ch	Day Air	Date Air Time Descr	<u>iption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	ESH Sa 09 Credited		Intertainment this Week	7:00-8:00 PM	:0	0			\$800.00 NM
	2 WE	ESH Sa 09 Credited		Intertainment this Week	7:00-8:00 PM	:0	0			\$800.00 NM
29	09/22/12 Class of Tir	09/22/12 ne - Fixed N	Sat Sunrise 6-8 AM on Pre-emptible	6:00-8:00 AM	S-	:30	1	\$700.00	NM	, <u>, , , , , , , , , , , , , , , , , , </u>
	Weeks:	Start Date 09/17/12	End Date MTWTFSSS-	Spots/Week 1	Rate \$700.00					
	Spots: # Ch	Day Air	r Date Air Time Descr	<u>iption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 W	ESHSa 09	/22/12 6:59 AM Sat Si	unrise 6-8 AM	6:00-8:00 AM	:3	0 RPOFDH1	.01TVFL		\$700.00 NM
30	0 09/18/12 Class of Tir	09/21/12 me - Immedi	KATIE COURIC DAY ately Pre-emptible without		-TWTF	:30	6	\$175.00	NM	1)
	Weeks:	Start Date 09/17/12	End Date MTWTFSS -TWTF	Spots/Week 6	<u>Rate</u> \$175.00					
	Spots: # Ch	Day Air	r Date Air Time Descr	iption	Start/End Time	Lengt	th Ad-ID			Rate Type
		1 WESHTu 09/18/12 2:12 PM KATIE COURIC DAY			2-3PM	:30 RPOFDH101TVFL				\$175.00 NM
				E COURIC DAY	2-3PM		0 RPOFDH			\$175.00 NM
				E COURIC DAY E COURIC DAY	2-3PM 2-3PM	2.5	O RPOFDH1			\$175.00 NM \$175.00 NM
				E COURIC DAY	2-3PM		O RPOFDH2			\$175.00 NM
				E COURIC DAY	2-3PM		0 RPOFDH			\$175.00 NM
3	1 09/24/12	09/24/12	KATIE COURIC DAY	2-3PM	M	:30	1	\$175.00	NM	
	Weeks:	Start Date	ately Pre-emptible without End Date MTWTFSS 09/30/12 M	Spots/Week	Rate \$175.00					
	Spots: # Ch	09/24/12 Day Ai		1 ription	\$175.00 Start/End Time	Leng	th Ad-ID			Rate Type
	100 M	100 Testing 100 miles 100		E COURIC DAY	2-3PM		O RPOFDH	L01TVFL		\$175.00 NM
3:	2 09/18/12 Class of Ti	09/21/12	M-F Early Sunrise ptible with notice	5:00-6:00 AM	-TWTF	:30	1	\$300.00	NM	
	Weeks:	Start Date 09/17/12		Spots/Week	<u>Rate</u> \$300.00		No. 4			
	Spots: # Ch			ription .	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	1 W	ESHTu 09			5:00-6:00 AM	::	30 RPOFDH	101TVFL		\$300.00 NM
3	3 09/22/12 Class of Ti		Sat 5-6a ptible with notice	Sat 5-6a	S-	:30	1	\$75.00	NM	
	Weeks:	Start Date 09/17/12	<u>End Date</u> <u>MTWTFSS</u> 09/23/12S-	Spots/Week 1	<u>Rate</u> \$75.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
	1 W	ESHSa 09	9/22/12 5:22 AM Sat 5	-6a	Sat 5-6a	:	30 RPOFDH	101TVFL		\$75.00 NM
3	4 09/23/12 Class of Ti	09/23/12 me - Pre-em	Sun 5-6a optible with notice	Sun 5-6a	S	:30	. 1	\$75.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					





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Adve	rtiser	Product	Estimate Number
Repu	ublican Party of Florida	HUKILL/GAETZ/GARDINE	1950

www.wesh.com

Payment Terms 30 Days

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
34	09/23/12 Class of Tin	09/23/12 ne - Pre-emp	Sun 5-6a tible with notice	Sun 5-6a	S	:30	1	\$75.00	NM	AND TO SELECT
	Spots: # Ch 1 WE		09/23/12 <u>Date</u> <u>Air Time</u> <u>D</u> 23/12 5:40 AM S	escription	\$75.00 Start/End Time Sun 5-6a		th <u>Ad-ID</u> 30 RPOFDH101	LTVFL		<u>Rate</u> <u>Type</u> \$75.00 NM

Total Spots 76

Gross Total

\$59,250.00

Agency Commission

\$8,887.50

Net Amount Due

\$50,362.50